

# LUCKY LAYLA FARMS

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## Properties list:

dairy, eggs and cheese  
wrapper  
gable top  
box  
cardboard and paper  
historical, traditional  
hand-made  
identity by pictograms  
identity by typography  
identity by illustration  
identity by system of colour  
identity by textures and patterns  
milk  
concept  
range of products  
end-user packaging

Lucky Layla Farms is a small town dairy farm in Plano, Texas. Since January of 1968, they have been producing quality "blue ribbon" products such as signature compound butters, and simply delicious unprocessed milk. A playful, "county fair/blue ribbon" theme was chosen to portray the award winning, zero preservative nature of the Lucky Layla Brand. Providing a sense of Texas charm, the packaging portrays a dairy farm that focuses on quality products with an award winning attitude.

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Reference: <http://www.jayresslerdesign.com/portfolio/lucky-layla-farms/>

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## Credits:

**Country:** USA

**Year:** 2012

**Designer:** Jay Ressler

Other images:

